

A BIBLIOGRAPHY ON THE METHOD OF PAIRED COMPARISONS

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ABSTRACT

This list of references on paired comparisons includes sources which consider the stochastic modeling of paired comparison situations, the design of paired comparison experiments, and the analysis of paired comparison data. The authors have attempted to provide a comprehensive bibliography in these areas of the paired comparison literature. In addition, a few key sources in other areas related to the main body of work in paired comparisons are cited. These additional areas include sorting and searching techniques in information processing, the mathematical theory of tournaments, choice theory, and psychological measurement and scaling methods. The person interested in these topics can find additional references in the sources cited.

A BIBLIOGRAPHY ON THE METHOD OF PAIRED COMPARISONS

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During the past twenty to thirty years, the method of paired comparisons has attracted the attention of people from a wide spectrum of interests: statistics, psychometrics, marketing research, preference measurement, multi-dimensional scaling, sports competition, and many others. A monograph by H. A. David, The Method of Paired Comparisons (1963) gives a summary of much of the work in the area before 1963 and has an extensive bibliography. In the past ten years, there has been a considerable amount of new work in the field of paired comparisons, so that there is a need for an updated reference list.

In compiling this list of references on paired comparisons, we have included sources which consider the stochastic modeling of paired comparison situations, the design of paired comparison experiments, and the analysis of paired comparison data. The authors have attempted to provide a comprehensive bibliography in these areas of the paired comparison literature. We have selected a few key sources in other areas related to the main body of work in paired comparisons. These additional areas include sorting and searching techniques in information processing, the mathematical theory of tournaments, choice theory, and psychological measurement and scaling methods. The person interested in these topics can find additional references in the sources we have cited.

We have incorporated the pertinent references from three previous bibliographies: David's monograph, J. W. Moon's Topics on Tournaments (1968), and W. T. Federer and L. N. Balaam's Bibliography on Experiment and Treatment Design Pre-1968 (1972). The first source contains a large number of relevant citations but is ten years old. The second source surveys the development of the mathematical properties of tournaments but is not particularly concerned with paired comparison experimentation. The third source has a special category for paired comparisons, T11 (see page 28), but it does not consider the publications outside the statistical journals. In particular, it omits the psychometric and marketing references.

In addition to the references obtained from the three sources named above, we have added all references on paired comparisons known to us and have searched

the statistical and psychological literature for appropriate references from the last ten years or so. Users of this bibliography may also be interested in other resources for locating work in paired comparisons. We have made some use of the Statistical Theory and Methods Abstract, the Abstract Service for Quality Control and Applied Statistics, and the Science Citation Index. This latter resource is particularly useful in finding papers which are published after June, 1973, which refer to articles cited in this bibliography.

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